### Funding programs by...

- ~ Targeting AmeriCorps funds at critical local needs
- ~ Granting and administrating over \$2 million to community organizations
- Providing technical assistance and training to all National Service programs operating in Maine (AmeriCorps & Senior Corps)

### Raising awareness of sector issues by...

- ~ Monitoring service trends and educating the public and policy-makers on challenges, changes, and policy implications
- ~ Publishing Maine's volunteer statistics and civic engagement profiles
  - ~ Conducting outreach and education activities
  - ~ Developing pertinent publications and white papers.
    - ~ Coordinating/conducting research

# **Key Message (elevator speech):**

The Maine Commission for Community Service builds capacity and sustainability in Maine's volunteer and service communities by funding programs, developing managers of volunteers, fostering adoption of high quality volunteer management practices, raising awareness of sector issues, and promoting service as a strategy.

### Promoting service as a strategy by...

- ~ Connecting individuals to volunteer opportunities through VolunteerMaine.org
- ~ Engaging citizens in targeted service events and modeling best practices
- ~ Encouraging lifelong service for volunteers and AmeriCorps Alumni
  - ~ Recognizing Maine Volunteers and sharing their impact
    - ~ Promoting National Days of Service

## Developing volunteer managers and practices by...

- ~ Providing resources on VolunteerMaine.org
- ~ Promoting Service Enterprise and supporting networks of Service Enterprise trainers
  - ~ Providing training for volunteer managers
- ~ Promoting Volunteer Management Competencies and national Certification in Volunteer Administration
- ~ Financially supporting professional development of volunteer managers

How to use "message wheel:" Always start with Key Message. If time or interest permits, add sub-message but always end by reiterating Key Message.